

**AMENDMENTS TO THE SPECIFICATION**

In the following amendment instructions, paragraph numbers refer to the paragraph numbers assigned to the specification of the instant application in U.S. Patent Application Publication No. 2002/0194054 A1

1. Please replace the sentence in paragraph [0027] which starts with "In step 154 ..." with the following amended paragraph:

C1 In step 154, the market research potential candidate pool is freshly solicited such as through e-mail, direct mail advertisements, and new Web site visitors ~~all of whom are finally selected via a direct telephone call.~~

2. Please replace the sentence in paragraph [0028] which starts with "The stimuli can be ..." with the following amended paragraph:

C2 The stimuli can be, but is not limited to, products, packaging, photos, concept statements, illustrations and/or ~~commercials and~~ full motion videos.

3. Please ~~delete~~ the final sentence in paragraph [0028] which reads:

C3 The responses are captured for analysis in a database and automatically e-mailed to the sponsoring client with participant identification, providing the client with immediate feedback of the participants' responses.